

ABSTRACT OF THE DISCLOSURE

In this invention, the relationship between the attachment position of a sensor and the formation positional shift of a color image is checked by moving a
5 color misregistration detection sensor along an attachment position candidate line that is defined in advance in a direction perpendicular to the rotational direction of an endless-belt-shaped transfer body. A specific attachment position on the sensor attachment position candidate line,
10 at which color misregistration of the color image at a side edge portion of the transfer body becomes equal to the maximum value of color misregistration at a portion except the side edge portion, is found. The sensor is fixed at a position that satisfies the specific attachment position
15 and opposes the color image formation surface of the transfer body. Accordingly, the image forming apparatus is controlled to correct color overlay on the basis of the detection signal of the color image by the sensor. As a result, the color misregistration on the entire color image
20 formation surface can be minimized. Additionally, a high-quality color image with minimum color misregistration can be formed.